MAGAZINE CUE

ISSUE January 7, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 122

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Vantage #273 pg. 6 ✓	B&W	

2040675093

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE January 21, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 122

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Vantage #273 pg. 2 ✓	B&W	
Marlboro #559 BC	119			

2040675094

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE February 18, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #223 2C				Opp: B&W ad.

2040675095

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE February 4, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #305 2C	0			Opp: "B & W Vantage ad".
		Vantage #288 pg. 1	B & W	

2040675096

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE March 4, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #571 2C	12			Opp: B&W ad.
		Vantage #288 pg. 13	B&W	

2040675097

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE March 18, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #308 3C				Opp: "Forecast".

2040675098

MAGAZINE CUE

ISSUE April 1, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #231 BC				

2040675099

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE April 15, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 122

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #307 pg. 72	49			Opp: "FM Programs".
Marlboro #579 3C	48			Opp: "Forecast".

2040675100

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE April 29, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #311 BC				

2040675101

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE May 13, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 122

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #253 3C				Opp: "Forecast" & "Masthead".

2040675102

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE May 27, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #586 BC				

2040675103

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE June 10, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 122

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #304 2C				Opp: B&W ad.

2040675104

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE *CUE*

ISSUE *June 24, 1978*
TOTAL CIG. ADS *2*
TOTAL PAGES *134*

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Newport #281 pg. 74		
Merit #261 BC	*59*			

2040675105

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE July 8, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #581 BC				

2040675106

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE July 22, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 106

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #309 BC				

2040675107

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE August 5, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #264 BC				

2040675108

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE August 19, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 114

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro Lights #165 BC				

2040675109

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE September 2, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 134

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #315 2C				OPP: B&W ad.

2040675110

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE September 16, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 170

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #280 2C				OPP: B&W ad.

2040675111

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE September 30, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 150

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Lark Lights #101 pg.98-99	2 color SP	
Marlboro #606 3C	49			OPP: "Cue Cross-word."

2040675112

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE October 14, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 158

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Lark Lights #103 pg. 8-9	2 color SP	
Parliament #317 3C	147			OPP: "Cue Cross-word."

2040675113

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE *CUE*

ISSUE *October 27, 1978*
TOTAL CIG. ADS *1*
TOTAL PAGES *146*

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
		Lark Lights #104 pg. 130	*2 color*	

2040675114

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE November 25, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 154

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Merit #283 3C				OPP: "Cue Cross-word."

2040675115

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE November 11, 1978
TOTAL CIG. ADS 2
TOTAL PAGES 166

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #589 2C	149			OPP: B&W ad.
		Lark Lights #107 pg. 150	2 color	

2040675116

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE December 9, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 162

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Parliament #319 3C				OPP: "Cue Cross-word."

2040675117

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004

MAGAZINE CUE

ISSUE December 23, 1978
TOTAL CIG. ADS 1
TOTAL PAGES 146

PHILIP MORRIS ADS	MIN. SEP.	COMPETITIVE ADS	SIZE IF NOT P-4	REMARKS
Marlboro #618 2C				OPP: B&W ad.

2040675118

Source: https://www.industrydocuments.ucsf.edu/docs/yxfm0004